HKGCC
Hong Kong General Chamber of Commerce
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INSEAD Executive Education



HKGCC Executive Impact Series

HKGCC × INSEAD Executive Co-Certification Programme

Strategic AI for Enterprise Transformation

Strategy, Governance and Execution

28–29 August 2026 | Hong Kong

The HKGCC Executive Impact Series

The Chamber's flagship leadership platform for senior executives — a trusted forum where leaders step back from operational demands to challenge assumptions, sharpen strategic judgment, and engage with peers.

This inaugural initiative is delivered in collaboration with INSEAD Executive Education, one of the world's leading business schools, combining academic rigour with practical executive application.

Executive Challenge in an Era of Structural Change

The acceleration of AI, coupled with geopolitical fragmentation, has moved beyond the realm of IT and into the domain of core strategy.

For the C-suite, the challenge is no longer understanding what the technology is, but determining how to govern risk, recalibrate enterprise design, and mobilise human-AI collaboration at scale.

Executive Impact Series

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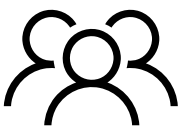
28–29 August 2026 | Hong Kong

Agenda Summary

A focused 1.5-day executive programme led by Prof. Phanish Puranam and Kevin Pereira, designed to translate AI from concept to enterprise strategy.

This immersive masterclass moves seamlessly from core technological principles to hands-on applications, bridging the gap between digital capability and leadership execution. Executives will leave equipped with actionable frameworks to navigate AI's impact on talent, optimise organisational design, and build adaptive, human-centric businesses in an era of continuous disruption.

Who Should Attend:



C-Suite, Board Members, Strategy Heads, Senior Executives

Leaders defining the vision & executing the mandate.

Investment

Member Rate: HKD 35,000 per participant
Non-Member Rate: HKD 41,000 per participant

Early Bird: 10% Off the Standard Rate
(Enrolment before 15 June 2026)

Inclusions:

HKGCC x INSEAD Executive Co-Certification Programme on Strategic AI for Enterprise Transformation

- Applied frameworks and enterprise strategy materials
- Light lunches and networking breaks
- Networking dinner with Prof. Phanish Puranam and Kevin Pereira
- Official co-certification jointly issued by INSEAD and HKGCC

***Corporate Cohorts:** Customised corporate programmes can be arranged at preferential rates for organisations enroling their executive teams, enabling participants to build a shared strategic language and aligned perspective.

Apply Now



Why This Programme?

Governance-First Focus
We bypass technical tools to examine enterprise value, risk, and leadership accountability.

Strategic ROI
Identify high-impact AI opportunities and build a governance architecture that scales.

Peer-Level Strategic Dialogue
Closed-door exchange between experts and decision-makers navigating similar challenges.

Structured Learning & Executive Networking
Faculty-led sessions complemented by curated lunches, dinner and networking breaks designed to foster professional relationships.

World-Class Instruction
Learn from Professor Phanish Puranam (Roland Berger Chaired Professor of Strategy, INSEAD) and Kevin Pereira (MD of Blu AI & Adjunct Professor at HKU/HKUST). This duo brings a powerhouse blend of global academic rigor and local market application.

The "Closed-Door" Advantage
Our immersive lunch and dinner sessions are "off-the-record" opportunities to pressure-test your assumptions and ask the faculty and experts the tough questions you can’t ask in a public forum.

Prestigious Recognition
Earn an Executive Certificate co-certified by HKGCC and INSEAD — a powerful addition to any professional portfolio

Preferential Terms Through HKGCC
A specially arranged co-certification collaboration providing access to INSEAD faculty at preferential institutional terms.

Programme Details

HKGCC x INSEAD Executive Co-Certification Programme

Strategic AI for Enterprise Transformation

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Agenda Summary

Day 1 – Morning Session (with Prof. Phanish Puranam)

Topic: How (Today's) AI Works – and Why You Should Care

Session Overview
An exploration of the core principles behind AI and its current industrial applications. Participants gain a non-technical, conceptual understanding of how AI systems — from rule-based to generative — create insights and decisions. The focus is on translating technological potential into managerial relevance and strategic opportunity.

Learning Goals
- The evolution and categories of AI
- How different forms of AI operate and create value
- Opportunities and limitations of current AI capabilities

Networking Light Lunch

Day 1 – Afternoon Session (with Kevin Pereira)

Topic: AI in Practice - and what it means for you and your organization

Session Overview
This session explores how today's most impactful branches of AI are transforming industries and reshaping work. Participants will gain a clear view of current AI applications and experience emerging tools firsthand.

Learning Goals
- Understand real-world AI applications and trends
- Gain hands-on experience with generative AI tools
- Map out your personal and organizational AI journey

Dinner with Prof. Phanish Puranam and Kevin Pereira

Agenda Summary (Cont.)

Day 2 – Morning Session (with Prof. Phanish Puranam)

Topic: AI and Its Impacts: Individual and Organizational Perspectives

Session Overview
The final session examines the long-term implications of AI for talent, leadership, and organizational structures. Participants explore how to build AI-resilient skills, design adaptive organizations, and sustain human capability in an era of continuous technological change.

Learning Goals

- Skill and talent strategy in the Age of AI
- Organizational design and leadership implications
- Building adaptive, human-centric systems

Networking Light Lunch

Programme Faculty



Prof. Phanish Puranam

Professor of Strategy | The Roland Berger Chaired Professor of Strategy and Organisation Design, INSEAD

Phanish's research in organization science focuses on how to make organizations work better. His current work examines the different ways intelligent algorithms relate to organizations —whether as tools (machine learning), teammates (human-AI collaboration), or templates for organizing. At INSEAD, he founded and co-directs the Transforming Your Business with AI and the AI for Business programmes for senior executives.



Kevin Pereira

INSEAD Alumni | Managing Director, Blu Artificial Intelligence | Adjunct Professor of HKUST | HKU

Kevin leads a Hong Kong-based consulting firm specializing in Artificial Intelligence. Bridging the gap between academia and practical application, he teaches at the intersection of AI and business areas such as Marketing and Finance. Outside of the university setting, Kevin has run numerous corporate AI workshops for companies across a myriad of industries and geographies, translating complex tech into actionable business strategies.

Secure Your Place in the Cohort

Cohort size is intentionally limited to maintain the quality of peer dialogue.

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Executive Enquiry

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